

Lodging Interactive Offers Free Web 2.0 Social Media User's Guide for Hotels

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Lodging Interactive, a leading interactive marketing agency servicing the hospitality industry, has published the hospitality industry's first Web 2.0 Social Media User's Guide. The guide serves to educate hoteliers on how to proactively establish and manage hotel profiles on the leading Social Media websites Facebook, Wikipedia, MySpace, Squidoo, Twitter, PhotoBucket and others. This comprehensive user's guide is offered by Lodging Interactive via a free download.

"While other publications communicate the importance of Social Media marketing, no other publication shows hoteliers how to deploy an effective strategy. Our Web 2.0 Social Media User's Guide shows them how," stated DJ Vallauri, Founder and President of Lodging Interactive.

There is no question about the impact of social media on the sale of services and products on the Internet. Today, 86 million people visit social media websites every day. This number is expected to grow to 95 million in 2009 and by 2011 about half of all Internet users will visit a social media website every day. One survey, related specifically to online hotel shoppers, reported that 87% of those interviewed confirmed that these reviews have a strong impact on their buying decisions.

It is clear that to market any service or product effectively online, one must have a social media strategy as much as they need a search engine marketing strategy. Actually, one compliments the other. A social media presence will enhance your organic search rankings and a search presence will attract shoppers to your social media presence and blog.

An effective social media strategy should have three important elements: (1) An efficient method of monitoring and measuring consumer generated reviews related to your service or products (2) A presence on the top social media website with photos and content about your services or product (3) The ability to communicate with consumers and to develop an effective conversational marketing platform.

Other than monitoring for travel related social website reviews, totally automating social media is highly unlikely because it is a one-on-one conversation between one consumer and another. It is your goal to contribute your information within these conversations in a non-commercial manner. By joining the conversation and keeping your information fresh and relevant within these websites will generate sales, help build customer relations and repeat business.

Hoteliers can download the Web 2.0 Social Media User's Guide for free by visiting the following link:

<http://commentcards.formbin.com/forms/sociamediausersguide>

About Lodging Interactive

Lodging Interactive is a leading provider of Internet Marketing Services to the hospitality, spa and restaurant industries. The company provides a portfolio of effective Internet Marketing Services to hundreds of hotels, resorts, timeshares, spas and restaurants. Clients included branded hotels from nearly every major brand as well as prestigious, landmark independent hotels.

The Company offers effective online tools and services: ChatterGuard.com, an online social media monitoring and reputation management system, HotelSocialBlogs.com, a turn-key Travel 2.0 Distribution & Marketing service, CommentCards.com, a full-service business-2-consumer comment card service, eProposalSystem.com, an online RFP response system hotel Sales Managers, RFPLink.com, a group RFP lead generation, HotelDirectBook.com, a consumer hotel portal, and reporting system, DiningClick.com, Internet Marketing Services for the restaurant industry, and Spa Interactive, Internet Marketing Services for the health spa industry.

Lodging Interactive is a proud member of the American Hotel & Lodging Association (AH&LA), The California Hotel Association, the Day Spa Association, and a supporter of the Hotel Sales & Marketing Association International (HSMIAI). For more information contact Richard Walsh, Vice President of Business Development at rjwalsh@lodginginteractive.com or at 877-291-4411. The company's website is located at www.LodgingInteractive.com.

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